

What follows is an annual report on WJBC's local public service efforts for 2003. The station's commitment to the community has continued, and strengthened in 2004.

#### Summary...

In its 78-year history, WJBC has always taken its commitment to the community seriously. This was especially true in 2003. Throughout the year, WJBC served as the "Voice" of hope for not-for-profit organizations, the "Voice" of reason during weather emergencies, the "Voice" of information with timely, accurate news, and the "Voice" of the people, where the average person stated his or her beliefs on-air just as easily as an elected official. WJBC helped raise more than \$350,000 for the area Relay for Life, and made sure that nearly six thousand men, women, and children had a merrier Christmas by delivering gifts to them.

WJBC served the community through on-air programming, such as public service announcements, news coverage, and specialized programs. WJBC donated over 10,479 minutes of public service announcements and promotional commercials to publicize charity events, which raised over \$972,500. Over 67 hours of programming were conducted live from community events to raise awareness and funds.

A closer look finds a personal commitment to public service from the WJBC staff. As a leader in the community, and a worker in the trenches, WJBC was there.

#### Consistent Coverage...

##### THE WJBC NEWS DEPARTMENT

No one does more local radio news than WJBC-AM. Our six-member news team, including a religion reporter and an agribusiness reporter, produces two newscasts per hour, around-the-clock and offers coverage of breaking news stories day and night. Unlike most broadcast stories, our reporters go beyond just reporting the facts. Information is put in perspective and secondary angles are explored.

The WJBC news department has a reputation for fair, balanced, accurate news with reporters who are aggressive but not obnoxious.

Our reporters are willing to challenge public officials on spending proposals, budget cuts, and public policy decisions with direct questions and knowledge of local history. Our news team has a combined 68 years of newsgathering experience and that shows in our coverage.

WJBC uses innovative approaches to deliver news/information to the community. We regularly broadcast town meetings concerning public issues, including most recently, a forum about a controversial downtown public arena proposal. The station is also using a second Internet site to stream coverage of such events as the political debates or specialized farm meetings. Our sports department also uses WJBC2.com to offer play-by-play coverage of games that are not broadcast on the air. WJBC's interactive web site provides additional resources and information about broadcast news stories, with local news stories posted on the website throughout the day, seven days per week. In addition, cancellations and school closings are posted on the site in addition to being announced on the air. WJBC has also added a new feature to its website called "WJBC Mobile Alerts," which is a free service that allows

listeners to sign up for the service, which notifies their cellular phone, pager, or e-mail when a severe weather watch or warning is issued for McLean County.

The WJBC news team offers special programming unlike most heard in radio news these days. While other newsrooms have cut back on special news programming, WJBC continues with such traditions as a one-hour special featuring the top ten local news stories of the year with retrospective reports and updates for on-going stories. Recently, the Associated Press correspondent for near-by Peoria, Illinois commented that our one-hour special was so compelling, he hated when he arrived at his destination and was forced to get out of his car!

#### FORUMS

WJBC stimulates public discussion through daily, two-minute "Forum" commentaries. These broadcasts represent divergent points of view on current issues which are not necessarily those of the station management. A regular stable of interested citizens are offered air-time to spout off about what they see is wrong or right about what's going on in their community. Our Forum commentaries are often a jumping off point for talk hosts or provide an area to be explored more in depth by our news department. They stimulate public debate which is part of the role of a true, community radio station.

#### WEATHER COVERAGE

Public service can also include public safety. WJBC contributes to public welfare through possibly the most extensive radio coverage of severe weather of any station of its size. In the event of severe weather warnings, WJBC abandons all programming for wall-to-wall coverage. WJBC worked with county emergency services and disaster agency officials to design a communications system that allows a network of 45 trained weather spotters to report into a command post, staffed by a WJBC reporter, who can then relay first-hand accounts of conditions in the largest geographic county in Illinois. Winter storm emergencies prompt the entire station staff to mobilize to pass on continuous life-saving information about shelters, road conditions and closures, power outages, even phone numbers of volunteers willing to shovel, snow blow, or plow for the elderly and disabled. In 2003, the WJBC news department served as a lifeline when tornadoes struck a nearby community, and flooding struck Bloomington-Normal.

#### AGRI-BUSINESS NEWS

Agriculture is an important industry in McLean County, and our commitment to Farm News is unparalleled by another radio station in our area, especially as other stations are eliminating their Agri-Business Directors. WJBC has a full-time Agri-Business Director, who provides news and information to area farmers through a series of four daily reports that run mornings and afternoons. Complete coverage is provided of area agricultural events such as the McLean County Fair, Illinois State Fair, and Farm Progress Show. Commodities reports also air several times daily. Our reporter is considered a "hard news" agriculture journalist who will tackle questions about such things as whether Round-up resistant seeds are really resistant and how farmers can protect themselves if the seeds don't produce as promised. Our reporter makes sure the average person can understand farm issues and why they matter. A newly-instituted

feature, called Friday Food Focus, highlights a new food product or new way of packaging an established perishable.

#### PUBLIC SERVICE ANNOUNCEMENTS

WJBC also regularly offers air time to run public service announcements for non-profit organizations and fundraisers throughout the day—from bake sales to blood drives. An average of 36 thirty-second public service announcements run each day, with an annual total of approximately 13,140. In addition, WJBC creates comprehensive year-round public service campaigns for many targeted charitable organizations. In 2003, for example, WJBC mounted two major public service campaign for Breast Cancer, one in May for National Mammography Month and another for Breast Cancer Awareness Month in October running a series of 931 sixty-second PSAs featuring personal thoughts from breast cancer survivors. WJBC promoted the importance of heart health during the month of February for National Heart Month by running a series of 182 sixty-second public service announcements. The station also ran a campaign of 432 thirty-second announcements for the United Way, featuring local celebrities who benefitted from United Way agencies as children. WJBC aired a year-long campaign with 1077 sixty-second public service announcements with local “celebrities” talking about what “home” means to them, encouraging listeners to donate their time or cash to Habitat for Humanity, which builds homes for needy families. In addition, the Radio Bloomington staff rolled up their sleeves on a steamy day in June to help raise the walls of one of the homes being built, with a two-hour remote from the worksite broadcast on WJBC. WJBC also helps area agencies with smaller-scale awareness campaigns, such as week-long PSA campaigns for National Fire Safety Awareness Week and National Child Passenger Safety Week.

WJBC also recognized Red Ribbon Week, which encourages kids to stay away from drugs and alcohol, WJBC Station Manager Janae Jontry and Assistant Sales Manager Carl Olson conducted a one-hour session at a leadership convention for high school students about how some marketing of tobacco and alcohol is geared towards adolescents. As part of the seminar, the students were asked to write public service announcements encouraging their peers to stay away from alcohol and tobacco. Leadership Council organizers selected their favorites from all scripts submitted. WJBC then contacted those students and brought them into the studios to record their announcements, which were aired on the station during Red Ribbon Week.

#### PHONE INTERVIEWS

The announcers at WJBC often open up their phone lines to interview organizers of fundraisers and other special events for charity throughout the year. During 2003, WJBC air personalities interviewed representatives from organizations including: Girl Scouts, Boy Scouts, Kiwanis Club, Optimists Club, area Jaycees, FFA, 4-H, McLean County Children’s Discovery Museum, McLean County Historical Society, Humane Society, Easter Seals, Arthritis Foundation, Salvation Army/Safe Harbor Homeless Shelter, Prairie Aviation Museum, David Davis Mansion, the Baby Fold, American Red Cross, Big Brothers/Big Sisters, Western Avenue Community Center, Children’s Advocacy Center, YWCA, Youth Impact, Alzheimer’s Association, Bloomington and Normal Public Libraries, Susan G. Komenn Breast Cancer Foundation, Soroptomists International, and countless others.

#### REGULAR FEATURES

WJBC’s talk shows feature a variety of regular guests, who appear on a weekly or monthly basis including State Representative Dan Brady, State Senators Bill

Brady and Dan Rutherford, United States Congressman Tim Johnson, McLean County Historical Society Director Greg Koos, American Red Cross of the Heartland Director of Public Support Scott Vogel, Children's Discovery Museum Executive Director Sheri Buckaloo, Challenger Learning Center Coordinator Fran Romine, Bloomington Public Library Director Krysta Tepper, Convention and Visitors Bureau member Bill Klingbeil, and others. WJBC also airs a weekly feature spotlighting a different United Way Agency. WJBC's afternoon co-host Beth Whisman also features a dog and cat "of the month" from the area Humane Society that is up for adoption. Each month, Beth visits the Humane Society to have her photo taken with each of the featured pets. Those photos are posted on the WJBC website.

#### REMOTE BROADCASTS

WJBC announcers "take their shows on the road" for a good cause several times throughout the year, both to promote specific events and to create awareness for public organizations. The four-hour WJBC morning show was broadcast live from the United Way Kick-Off Breakfast, the Chamber of Commerce Ag Breakfast, and the four-hour WJBC afternoon show was broadcast live from the American Red Cross during a blood drive. WJBC also broadcast the morning show live from an area high school with a long sports tradition who was closing its doors to move into a new location, allowing alums to reminisce about their time spent at the school, and bid it a proper farewell. When the new school opened in the fall, the WJBC afternoon show was broadcast from the new gym to welcome fans to their new home.

WJBC also conducted two "tours" during the year. The Hometown Handshake Tour was held March 1st through 31st. To celebrate National Agriculture Month, WJBC's Agri-Business Director hit the road to area rural communities to broadcast his noon-hour farm programming and to give those communities air time to discuss issues relating to agriculture that were important to them. A total of six hours of programming was conducted from these small towns. The Spirit of the Summer Tour was held July through September. WJBC and sister stations hit the streets throughout the summer, visiting some of the area's festivals and fairs to help them promote their events and fundraisers. The station broadcast the four-hour morning show from the Lexington Taste of Country Fair, the LeRoy Fall Festival, and the McLean County Fair. WJBC's Saturday morning program was broadcast live from the Normal Corn Fest, and two-hour remote broadcasts were held from the Danvers Days Festival and the Clinton Apple and Pork Festival. In addition, WJBC aired 155 thirty-second promotional announcements to promote the festivals and our broadcasts there. All of these remotes were broadcast free of charge to the festivals.

#### PROBLEMS & SOLUTIONS

Problems and Solutions is believed to be the nation's longest-running telephone talk show, and its home is on the airwaves of WJBC, for one hour each week on Saturday mornings. During the program, WJBC's phone lines are open to allow listeners to call in to voice their opinions and concerns, ask for help with problems they are having, even find a lost set of keys! It's a Radio Town Meeting that is seen as a valuable asset by the community, and an important way for area leaders and politicians to gauge the pulse of public opinion.

#### PET HOTLINE

WJBC created the WJBC Pet Hotline to provide a service to pet owners in the community. Listeners can access our web-based hotline 24-hours per day, 7 days per week for specific information on lost and found pets. The web page also includes links to the area Humane Society for information on adoptable pets.

#### COMMUNITY AWARDS

An important aspect of being part of a community is taking a moment to stop and recognize those who make special contributions throughout the year. WJBC presents three annual awards to deserving citizens. The Spirit of McLean County Award recognizes an individuals for significant contributions to the improvement of the quality of life of McLean County residents and for actions and deeds which best exemplify the initiative, industry, imagination, and compassion that we at WJBC call "The Spirit of McLean County." The award is presented at the annual Chamber of Commerce Awards Banquet, and is seen as one of the most prestigious honors bestowed in the area. WJBC's Laborer of the Year award recognizes an individual on Labor Day who has spent the year working for the benefit of others. The WJBC Santa's Best Helper award celebrates someone who spreads the spirit of Christmas throughout the year. WJBC also presents a weekly award to an area high school football player throughout the football season, and caps the season with an awards banquet where the player of the year is announced. The banquet features a motivational speaker with an athletic background to encourage the students to pursue both their football, and their educational careers to their fullest in college. In addition, WJBC recognizes a male and a female student athlete of the week throughout the school year, including recognition of athletes from some of the sports like track and wrestling that may not garner as much attention as some of the more traditional sports like football and basketball.

#### Station Sponsored Community Events...

WJBC Children's Radio Auction—February 8th and 9th. WJBC donated 192 thirty-second promotional announcements to publicize this live on-air auction, which is the sole annual fundraiser for the Children's Healthcare Council of McLean County. For 14 hours, WJBC runs only two newscasts per hour, donating the rest of the time to the auction, where items from pizzas to dining sets are sold. The 2003 Children's Radio Auction raised over \$19,000 for the healthcare council, which assists area families who cannot afford healthcare for their children. Five WJBC staff members were involved in setting up the auction broadcast, and served as on-site engineers.

ODC Taste of the Twin Cities—February 23rd. WJBC aired 68 thirty-second promotional announcements to promote this event, which featured area chefs preparing their signature dishes as a benefit for the Occupational Development Center, which teaches job skills and helps to place mentally and physically challenged individuals in